



City of Seattle
Edward B. Murray, Mayor

Department of Planning and Development
D. M. Sugimura, Director

**CITY OF SEATTLE
ANALYSIS AND DECISION OF THE DIRECTOR OF
THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

Application Number: 3016872
Applicant Name: Brett Ingham of *Schreiber Starling & Lane Architects*
Address of Proposal: 1625 Broadway

SUMMARY OF PROPOSED ACTION

Land Use Application to allow a triple faced message board to replace the existing reader board sign located near intersection of E Pine St & Broadway.

The following approval is required:

Special Exception - to allow a message board sign, larger than is allowable, in a NC3/Major Institution Overlay (Seattle Municipal Code (SMC) 23.55.040).

**SEPA
DETERMINATION**

- ☒ Exempt ☐ DNS ☐ MDNS ☐ EIS
☐ DNS with conditions
☐ DNS involving non-exempt grading or demolition or involving another agency with jurisdiction

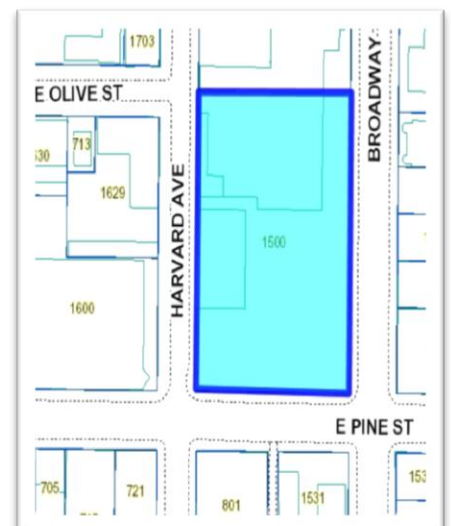
BACKGROUND INFORMATION

Zoning: MIO-105-NC3P-40 (Major Institution Overlay, Neighborhood Commercial, and Principal Pedestrian Street (East Pine Street and Broadway)); Pike/Pine Urban Center Village; and Pike/Pine Conservation Overlay

Parcel Size: 97,849 square feet (sq. ft.)

Existing Uses: Institution, *Seattle Central Community College*

Environmental Critical Areas: None



Site Location:

The subject site is located at the northwest corner of East Pine Street and Broadway, on the Seattle Central Community College campus. The site lies within the boundaries of a Major Institutional Overlay (MIO), the Pike/Pine Urban Village, and the Pike/Pine Conservation Overlay District. East Pine Street and Broadway at this location are both principal pedestrian streets. The site contains an existing reader board sign positioned on an eight foot tall brick base anchored in the ground. The sign is approximately three and four feet from the south and east property lines respectively. The existing sign displays identification, public service, or commercial messages by using characters that are changed or arranged in a manual fashion. The sign has three sides. Development in the area includes institutional and commercial uses.

Project Proposal:

The proposed *message board sign* (SMC 23.84) is a three-sided, electric sign that has a reader board for the display of information, and can be changed through the turning on and off of different combinations of light bulbs within the display area. A video display method, characterized by real-time, full-motion imagery of at least television quality, is not proposed. This message board sign is proposed to replace the existing reader board sign that uses characters that are changed or arranged in a manual fashion. The existing eight-foot tall brick base will remain unchanged.

The development standards that are applicable to the proposed sign include: development standards for signs in the NC 3 zoning district (SMC 23.55.030), development standards for signs within an MIO (SMC 23.69.021), and development standards for message board sign (SMC 23.55.005.A.). The proposed sign does not comply with the development standards for message board signs in a MIO-NC zone; therefore, the sign requires a special exception. The special exception criteria allows the Director to authorize exceptions to the regulations for size, number, type, height, and depth of signs in an NC zone (SMC 23.55.040). The proposed sign is visible from the street and does not meet the size and location criteria

Public Comment:

Notice of the application was issued February 6, 2014. No written comments were received during the comment period.

ANALYSIS – SPECIAL EXCEPTION (SMC 23.55.040)

The Director may authorize exceptions to the regulations for the size, number, type, height and depth of projection of on-premise signs in neighborhood commercial, commercial, downtown office core, downtown retail core, downtown mixed commercial and downtown harborview zones as a special exception pursuant to Chapter 23.76, except that no special exceptions may be authorized for a sign using video display methods.

A. Conditions. One (1) or more of the following conditions shall be met:

- 1. The proposed sign plan shows an exceptional effort toward creating visual harmony among signs, desirable streetscape features, building facades and other architectural elements of the building structure through the use of a consistent design theme*
- 2. The proposed sign plan will preserve a desirable existing design or siting pattern for signs in an area;*
- 3. The proposed sign plan will reduce views of historic landmarks designated by the Landmarks Preservation Board no more than would be permitted by a sign permitted outright without a special exception.*

The proposed sign is a replacement of an existing sign, and will remain the same in dimensions but different in functionality. The current sign requires that message be changed in a manual fashion; the proposed sign will messages in an electronic fashion. The proposed sign shows effort toward creating harmony among existing streetscape features, building facades, and other architectural elements of the building through the use of a consistent design theme, most notably through the use and maintenance of the existing brick base. The Department of Neighborhoods has indicated that the building is not currently a historic structure. It was designated in 1974, but after demolition of a majority of the building, the designation was removed.

B. Desired Characteristics. All the following desired characteristics shall be used to evaluate applications for a special exception, and at least one (1) must be met. The proposed sign(s):

- 1. Unifies the project as a whole or contributes positively to a comprehensive building and tenant signage plan;*

The proposed sign results in minimal changes from the existing sign. Due to the preservation of the existing brick base, the change in the appearance of the sign will be minimal. The sign continues to contribute to the comprehensive building and signage plan.

- 2. Is compatible with the building facade and scale of building in terms of size, height and location;*

The proposed sign is compatible with the building façade and scale in terms of size. The height, location, and size will not be changed. The appearance of the sign will remain similar, with only changes to its functionality.

3. *Adds interest to the street level environment, while also identifying upper level businesses;*

The proposed sign will add interest to the street level environment, by providing notification of campus events. No upper level businesses exist.

4. *Helps orient pedestrians and motorists at street-level in the vicinity of the subject building;*

Due to the location and age of the existing sign, it serves as a type of marker or monument for the area, orienting pedestrians and motorists at street level. Replacement of this sign, while maintaining the existing brick base, will continue to provide orientation and place-making.

5. *Integrates support fixtures, conduits, wiring, switches and other mounting apparatus into the building architecture to the extent feasible.*

The fixtures, conduits, wiring, switches, and other apparatus will be concealed within the existing brick base.

DECISION – SPECIAL EXCEPTION

Based on the submitted plans and the above findings and analysis all of the facts and conditions stated in the numbered criteria of SMC 23.55.040, the requested special exception is

GRANTED.

CONDITIONS – SPECIAL EXCEPTION

None.

Signature: _____ (signature on file) Date: May 29, 2014
Carly Guillory, Land Use Planner
Department of Planning and Development

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